

Trade Show Traffic Builder with MB-100 Mail Bag

International Contractors specialize in building restaurants and were exhibiting at the Restaurant Show in Chicago.

They wanted a unique mailer that make it clear what they did.

The item selected for mailing was the MB-100, Mail Bag. The mail bag is 5 ½ x 7 ½” and is secured with draw string tie. This bag was screened with the client’s customer copy. This unique direct mail piece is certain to be opened by the recipient. The Chest inserted the customer supplied large Lego and a custom printed card. Each was then mailed out bulk from The Chest to the mailing list provided by the distributor.

The printed card invited the recipient to come the International Contractor’s booth at the show and to bring their Lego with them. The attendees then built a structure out of Lego’s in the booth. It was a successful tool to reinforce that they do.

